

ATTACHMENTS 1 – 11

General Plan Update Staff Report

City of Chula Vista

December 2005

PROPOSED GENERAL PLAN UPDATE EDITS REGARDING

TRANSIT FOCUS AREAS

(Staff Report Attachment 1)

November 29, 2005

Note: The following proposed edits reflect direction provided by the City Council on November 1, 2005, and use the proposed General Plan Update (GPU) edits distributed for public review on September 19, 2005, as a base document. The proposed edits below address mid-rise height provisions for the Third Avenue and H Street Transit Focus Area (TFA), and clarifications on design and urban form for TFA's in general. The proposed TFA edits are highlighted in yellow.

CHAPTER 5 – LAND USE AND TRANSPORTATION ELEMENT

7.2 Urban Design and Form (NEW SECTION) (Page LUT-74)

As introduced in LUT Sections 3.0 and 3.5, establishing and reinforcing this City's urban design and form is necessary to ensure that the desired character and image of the City is protected and enhanced as the City grows and develops over time. The evolving urban design and form of Chula Vista are considered to be key to this City's community character and image, and should be addressed carefully. As noted in particular under Theme 8 – "Shaping the Future through the Present and Past", such change and evolution must be accomplished in a manner that complements Chula Vista's heritage and unique sense of place. This includes consideration of a number of inter-related factors such as preserving and enhancing stable residential neighborhoods, focusing on edges between new development and redevelopment to ensure compatible land use and edge transitions, and historic preservation, among others. This approach to ensuring harmony between needed and desired changes, and the City's past and present, is carried out through a number of objectives and policies both in this Section and in Sections 7.3 through 7.6, as well as in the Area Plans in LUT Sections 8 through 10.

-Given Chula Vista's past, and the community's concerns about image and character, another key component of this General Plan is clearly identifying those areas where the highest intensities and densities should be focused. In the General Plan, these areas consist of the Mixed Use Transit Focus Area (TFA) designated lands in Northwest Chula Vista at the E and H Street trolley station areas, and the area around Third Ave. and H Street. In Eastern Chula Vista, they are focused within the Eastern Urban Center of Otay Ranch. These areas are targeted for the highest intensity and density of land uses, the largest potential building forms, and in western Chula Vista, are located proximate to existing residential areas. Therefore, it is important that provisions for transitions and edges among building masses, and land use relationships both within the TFAs, and between the TFA-designated areas and adjoining existing neighborhoods, be clear and well defined. These provisions must address such topics (among others) as building

setbacks, screening and landscaping, solar access and shadowing, and pedestrian and vehicular circulation. The following Objectives and Policies, as well as those in Section 7.5, address these topics.

and accordingly where taller buildings may occur. Historically, taller buildings (over four or five stories) have occurred rarely, and certainly not through a strategic effort to define the City's skyline, to identify where prominent building mass would be beneficial, or to signify important activity centers. As shown on Figure 5-17A, this General Plan identifies four, limited locations where urban development intensities and taller building forms would be most appropriate. These include the three transit focus areas in Urban Core of western Chula Vista; two around the existing E Street and H Street trolley stations, and the third around the future station on H Street near Third Avenue. The fourth area is the Eastern Urban Center in Otay Ranch which has been planned for urban development since the Otay Ranch General Development Plan was approved in 1993.

Also depicted on Figure 5-17A is the H Street Transit Corridor Special Study Area. The purpose of this special study is to analyze and evaluate the appropriateness of plan changes that could result in mixed land uses, increased intensities, and potential high-rise buildings along H Street between Interstate 5 and Third Avenue. An important consideration of the study is that the area is a major activity corridor, and functions as the primary entry into the urban core. It is a major link between Broadway and the downtown area, is targeted as a major transit connection between the eastern portion of the City and the west, and currently consists primarily of community or sub-regional-serving non-residential land uses. These uses include the South County Regional Center and Superior Court, medical offices, several bank facilities, a major hospital and medical facility at Scripps, major commercial uses at the Chula Vista Center, numerous restaurants, retail businesses and professional offices. In view of these existing land uses along H Street, the future intensification planned with the two TFAs at either end of the corridor, and the potential for future market forces to focus on H Street as a key corridor, a special study is needed that examines further potential changes in land use and intensity, building mass, the potential for taller buildings, and the relationship and appropriate transitions to adjacent stable neighborhoods (see Policy LUT 2.6).

The identification of these above transit focus areas and corridor within-in the City's Urban Core, as well as within the Eastern Urban Center (EUC), are intended to establish places where people are attracted to active pedestrian-oriented experiences, including shopping, restaurants, entertainment and employment, and which are located along major thoroughfares and transit routes where they can be most readily accessed. While allowance for higher intensities and taller buildings, or "high-rise" structures, in these locations provides more housing, employment and other opportunities on a smaller amount of land, the principal reason for high-rise structures is to provide landmarks and skyline recognition for key areas of the City, and punctuate them as vibrant, active and successful community centers.

The following Objectives and policies are provided to ensure that the evolution of more urban land use areas within Chula Vista are strategically focused and harmoniously, integrated to adjoining stable neighborhood areas, and that the allowance of high-rise structures of eight or more (8+) stories is accordingly managed. In addition, —pPlease see Planning Area Plans (LUT Sections 8-10) for site-further area-specific discussions and policies, as well as the Otay Ranch General Development Plan (GDP) which addresses development within the EUC.

(NOTE: existing Objective LUT 2 re-numbered to LUT 4)

Objective LUT 2 (NEW)

Limit locations for the highest development intensities and densities, and the tallest building forms, to key urban activity centers that are also well served by transit.

(new)LUT 2.1: Locate Mixed Use Transit Focus Areas where major transit stations exist or are planned.

(new)LUT 2.2: Locate the highest development intensities and residential densities within Mixed Use Transit Focus Areas where strong City gateway elements exist or key urban activity areas occur.

(new)LUT 2.3: Limit the location of high-rise structures to within the **E Street and H Street Transit Focus Areas at I-5**, and the Eastern Urban Center area of Otay Ranch.

(new)LUT 2.4 High-rise buildings will be subject to discretionary review in order to ensure they are a positive addition to the City in accordance with the following provisions:

- The building must reflect unique, signature architecture that symbolizes the City, and can be immediately recognized as a positive Chula Vista landmark.
- The building must be accompanied by clear public benefits in acceptance of the height, such as increased public areas, plazas, fountains, parks or paseos, extensive streetscape improvements, or other public venues or amenities.
- The overall building height and massing must reflect appropriate transitions to surrounding areas in accordance with the future vision for those areas, or if the building is on the periphery of an area of change, to the adjoining neighborhood. **Specific Plans, General Development Plans/Sectional Planning Area Plans or other zoning regulations will provide the basis for defining such transitions.**

(new) LUT 2.5 Require proposals for **development within TFAs** ~~any high-rise buildings~~ to conduct **shadow** studies to assess the effects on light and solar access, and **shadowing and wind patterns** on adjacent areas and buildings.

(new) LUT 2.6 Conduct a special study to examine the potential for higher land use intensities and taller buildings along the H Street Transit Focus Corridor between Interstate 5 and **Third-Fourth** Avenue, and to also address compatibility issues with adjacent stable neighborhoods. The precise boundaries will be established at the time of the study, and all land use policies contained in this General Plan shall apply until modified as a result of study findings, and any appropriate amendments to this Plan.

Objective LUT 3 (new)

Direct the urban design and form of new development and redevelopment in a manner that blends with and enhances Chula Vista's character and qualities, both physical and social.

Policies:

(new)LUT 3.1 Adopt urban design guidelines and/or other development regulations for all Districts or Focused Areas of Change, (as presented in the Area Plans (Sections

LUT 8-10)) as necessary to ensure that new development or redevelopment recognizes and enhances the character and identity of adjacent areas, consistent with this General Plan's vision.

(new)3.2 Any such urban design guidelines and/or other development regulations shall also be consistent with other, related policies and provisions in this General Plan, including Sections LUT 7.3, 7.4, 7.5 and 7.6.

(new) 3.3 Buildings within the TFAs should not adversely affect public views or view corridors, and should be designed to be sensitive to adjacent buildings and areas.

7.2-3 Preserving and Enhancing Stable Residential Neighborhoods (Page LUT-74)

Planning for existing neighborhood preservation, identity and protection is one of the most important purposes of the City's General Plan. Existing residential neighborhoods in the City consist of either mostly single-family dwellings, mostly multi-family dwellings, or areas in transition. Residential neighborhoods that are not considered in transition are considered stable and should be protected. (Please refer to LUT Section 4.6 for discussion of this terminology).

To maintain the quality of existing, stable residential neighborhoods requires that the City conserve existing housing, ensure good street design, minimize and control traffic in residential neighborhoods, and ensure that development adheres to quality design standards. Please refer to Section 7.3 for additional policies on the protection of stable neighborhoods.

Objective LUT 2.4

Establish policies, standards, and procedures to minimize blighting influences and maintain the integrity of stable residential neighborhoods.

Policies

LUT-24.1: Preserve and reinforce the community character of existing older, well-maintained, stable residential neighborhoods not designated as focus areas located outside of the districts or focus areas identified for change in this document.

LUT-24.2: Protect existing stable single-family neighborhoods through zoning or other regulations that discourage the introduction of higher density residential or other incompatible or potentially disruptive land uses and/or activities.

LUT-24.3: Require that new development, or redevelopment, is a positive addition to the City's environment and through consideration of site and building design, and appropriate transition and edge treatments does not detract from negatively affect the nature and character of appropriate nearby established neighborhoods or development.

LUT-24.4: Ensure that proposals for new construction, remodels and additions within existing stable neighborhoods are appropriately sized and designed to be compatible with the existing neighborhood's character, thereby and to minimizing impacts on adjacent parcels.

LUT-24.5: ~~Allow~~ Establish zoning or other regulations to ensure that non-residential uses or activities in stable residential neighborhoods occur ~~areas~~ only when the character and the quality of the neighborhood can be maintained.

LUT-24.6: ~~Develop strategies to discourage~~ Minimize to the maximum extent practicable, the use of neighborhood streets in stable residential neighborhoods for regional and local or cut-through traffic, through circulation design and/or traffic calming features and to protect those existing neighborhoods from adverse traffic effects. This would include access to and from side streets and alleys.

LUT 4.7 Recognize established communities and neighborhoods within the City through signage, landscaping or other identifying features.

7.4.7.5 Compatible Land Use and Edge Transitions (Page LUT-77)

Incompatible land uses immediately adjacent to one another, such as residential and industrial uses, may significantly affect the health of a community. Uses should be appropriately buffered or incompatibilities should be addressed through redesignation of uses or mitigation of impacts to adjacent uses in the area. Mixed use areas will inherently have higher levels of activity and intensity than solely residential neighborhoods. Both the pattern of mixed use areas and individual project designs must be sensitive to edge transitions between neighborhoods and strive to minimize potential impacts on adjacent residential neighborhoods.

Objective LUT 46 (Page LUT-77,78)

Ensure adjacent land uses are compatible with one another.

Policies

LUT-46.1: Ensure through adherence with design guidelines and zoning standards that the design review process guarantees excellence in design, and that new construction and alterations to existing buildings are compatible with the best elements of the character elements of the area.

LUT-46.2: ~~Ensure-Require~~ that proposed development plans and projects ~~developers~~ consider and minimize address—project impacts upon surrounding neighborhoods, during the design and development process.

LUT-46.3: ~~Ensure-Require~~ that the design of new residential, or commercial or public developments is sensitive to the character of existing neighborhoods through consideration of access, compatible building design and massing, and building height transitions, while maintaining the goals and values set forth in the General Plan. Within TFAs, design provisions should include requirements for a minimum building setback of 15 feet for every 35 feet in height, for edges abutting residential uses.

LUT-46.4: Discourage additional multi-family development in existing single-family designated neighborhoods.

- LUT-46.5: ~~Ensure~~ Require that neighborhood retail centers and commercial service buildings are compatible with the surrounding neighborhoods through sensitive and attractive design ~~and that all building facades are attractive.~~
- LUT-46.6: Establish design guidelines and development standards for commercial and mixed use development that respect and complement the character of surrounding neighborhoods and uses.
- LUT-46.7: Require that outdoor storage areas or salvage yards be screened from any public right-of-way.
- LUT-46.8: ~~Ensure~~ Require that any land use that handles, generates and/or transports hazardous substances, ~~as defined by state and federal regulations,~~ will not negatively impact existing or future sensitive receptors/land uses as defined by state and federal regulations.
- LUT-46.9: Coordinate with adjacent landowners, cities, and the County of San Diego in ~~developing~~ establishing compatible land uses for areas adjacent to the City's boundaries.
- LUT-46.10: Coordinate and work closely with the City of San Diego, City of National City and County of San Diego in the Otay Valley Regional Park and Sweetwater/Bonita areas to participate in the development review processes of projects proposed in these areas. Work to ensure that such development takes applicable City of Chula Vista standards into consideration, as appropriate.

Objective LUT 57

(Page LUT-79)

Appropriate transitions should be provided between land uses.

Policies

- LUT-57.1: Protect adjacent stable residential neighborhoods by establishing guidelines that reduce the potential impacts ~~scale down development at the edges~~ of higher intensity mixed use, commercial, and urban residential developments ~~areas~~ (i.e., transitional areas).
- LUT-57.2: Require new or expanded uses to provide mitigation or buffers between existing uses where significant adverse impacts could occur.
- LUT-57.3: Require that commercial and industrial development adjacent to residential or educational uses be adequately screened and buffered to minimize noise, light, glare and any other adverse impacts upon these uses ~~residential neighborhood or educational facility.~~
- LUT-57.4: Require landscape and/or open space buffers ~~to maintain a natural~~ ized or softer edge for proposed private development directly adjacent to natural and public open space areas.

(new) LUT 7.5 Projects within TFA shall provide appropriate and sufficient features to soften the the transition to adjacent buildings and properties, through the following techniques:

- Project landscape plans should include shade tree and screening plantings to reduce heat gain upon, and visually soften building edges.
- Exterior lighting designs shall focus internally in order to reduce light pollution on neighboring properties.
- Fencing and/or buffers shall be required to screen features such as dumpsters, rear entrances, utility and maintenance structures, and loading facilities.
- Walls or fencing along project edges shall be articulated and incorporate features to avoid presenting a monotonous or blank wall to the street or adjacent property.

(new) LUT 7.6 In order to ensure appropriate separation from existing development to new, taller building forms within TFAs, ensure a minimum 15-foot rear yard setback for structures up to 84-feet in height.

LUT Section 9.0 – Northwest Area Plan

9.3.8 Urban Design and Form

(Page LUT-158)

As the City continues to mature, there will be more infill development and redevelopment of existing properties within the Urban Core Subarea. Urban design considerations, such as building heights and massing, architectural style, public view corridors, circulation linkages, and the appearance of important gateways need to be addressed. in order to balance needed urban-type revitalization and redevelopment in the area, while acknowledging and protecting stable neighborhood areas, and maintaining the overall sense of place that the community identifies with.

As the City and the community, through this General Plan and other efforts, focus their attention on the revitalization and redevelopment of the Urban Core, the issue of urban form and attendant community character will be of key importance in striking an acceptable balance between the new projects and activities that will shepherd in the needed and desired changes, and the shaping of those in manner that retains important, key character elements. —Guiding policies on urban design and form will help to implement the General Plan's City's vision of how it-the City should grow, what visitors' first impressions of the City should be, and how to improve further define the overall image and amenities in western Chula Vista. the City wants to promote.

Policies addressing these design considerations are found in this Section 9.4 Urban Core Subarea, and Section 9.5 District and Focus Areas, of this Element. Also refer to Sections 7.2 Urban Design and Form and 7.6 Enhancing Community Image, of this element for city-wide objectives and policies addressing urban design and form, community image and identity, gateways and streetscapes, and quality design. Background discussions on Community Image and Character, and Urban Design and Form can be found in Sections 3.0 and 7.2 of this LUT Element accordingly.

Vision for the Urban Core Subarea

(Page LUT-159,160)

The Urban Core Subarea has developed into a vibrant area, with housing, shops, restaurants, entertainment, and activities that attract from eastern Chula Vista and city-wide. Higher density housing, shopping, and job centers are located near existing and planned the three major transit

stations at E Street and Interstate I-5, H Street and Interstate I-5, and near Third Avenue and H Street. These key activity nodes give people transportation choices, encourage the use of mass transit, and help to reduce vehicular traffic. They are accentuated by landmark building design, and for the two Transit Focus Areas at E Street/I-5 and H Street/I-5, strategic use of some taller ("high-rise") structures that draw attention, and provide unique identities for these important gateway entrances to the urban core, and the bayfront, as well as to the historic downtown. give people transportation choices, encourage the use of mass transit, and help to reduce vehicular traffic. A network of linked urban parks and plazas creates pleasant pedestrian routes and provides areas for community activities. Increased population (residents and workers) in the Urban Core Subarea has created opportunities for more shops and a variety of restaurants. Entertainment and cultural arts are housed in new and renovated buildings, offering both day and evening activities. The streets are bustling with shoppers and people enjoying outdoor dining or heading to entertainment venues.

A grade-separated trolley line at E and H Streets has improved the flow of east-west traffic, while a local shuttle provides frequent service between Urban Core Subarea activity centers. The Bus Rapid Transit (BRT) line allows residents in the East Planning Area convenient access to the Urban Core Subarea.

F Street is a pedestrian-oriented promenade that links Third Avenue, the Civic Center, Broadway, the E Street transit center, and the Bayfront Planning Area with themed landscaping and public art. The freeway crossings of Interstate 5 have been widened to accommodate additional pedestrian use, and entryways into the Urban Core Subarea are enhanced and inviting. Chula Vista's Urban Core Subarea has matured into an urban, pedestrian-oriented, active area that continues to be the primary economic, governmental, and social focal point of the south San Diego County region.

Policies

(Page LUT161-164)

Uses

LUT ~~4649~~.6: Discourage unwarranted intrusion of uses that weaken the attractiveness of continuous retail frontage in pedestrian shopping areas.

LUT ~~4649~~.7: Ensure that all residential development provides sufficient adequate on-site parking particularly in high-density residential projects, either on-site and/or through creative solutions such as shared parking.

LUT ~~4649~~.8: Encourage parking strategies noted in Section 7.1~~54~~ of this element.

LUT ~~4649~~.9: Determine the appropriateness of centralized and shared parking structures, and where suitable, encourage their development.

LUT ~~4649~~.10: Support the development of public and private recreation and urban parks that include pedestrian-oriented plazas, benches, other streetscape amenities and, where appropriate, landscaped play areas.

Intensity/Height

LUT ~~4649~~.11: Establish locations within Focus Areas where the permitted heights and densities are greater than in locations adjacent to single-family areas.

LUT ~~4649~~.12: Establish standards for transitions in building height that respond to public view corridors and proximity to single-family areas.

LUT ~~4649~~.13: Concentrate-Limit high-rise development within-to the two transit-oriented mixed use areas near the E Street and H Street and Third Avenue/H Street transit stations-, subject to the provisions of LUT Section 7.2.

(new)LUT 49.14:Conduct a special study to examine the potential for higher land use intensities and taller buildings along the H Street Transit Focus Corridor between Interstate 5 and Third-Fourth Avenue, and which will also address compatibility issues with adjacent stable neighborhoods. The precise boundaries will be established at the time of the study, and all land use policies contained in this General Plan shall apply until modified as a result of study findings and appropriate amendments to this Plan. (see also LUT 2.6).

Design

LUT ~~4649.44~~15:Recognize that different portions of the Urban Core Subarea have a desirable character, and develop specific plans and programs to strengthen and reinforce their uniqueness. Develop land use, density, special design features, and building guidelines for appropriate Focus Areas.

LUT ~~4649.45~~16:Prepare urban form guidelines and standards for development as part of the Urban Core Specific Plan.

LUT ~~4649.46~~17:Establish policies, development standards and/or design guidelines in the Urban Core Specific Plan to address where high-rise buildings should be concentrated, how to establish and/or reinforce pedestrian-scaled development, and how site and building design should respond to public view corridors.

LUT ~~4649.47~~18 With the adoption of the Urban Core Specific Plan, eEstablish design standards for mixed use development that achieves a high quality pedestrian-scaled environment and promotes side or rear located parking areas, streetfront windows and entries, and public and private open space.

LUT ~~4649.48~~19:With the adoption of the Urban Core Specific Plan, cCreate a pedestrian-oriented realm by requiring retail or public uses at the ground floor of buildings.

Policies numbered 46.19 thru 46.25 renumbered to 49.20 thru 49.26 accordingly.

9.5.2 H Street Corridor District

(Page LUT-173)

Vision for District

The H Street Corridor District connects the H Street gateway and Broadway commercial corridor with downtown Third Avenue, and includes a mixed use area with offices, shopping, and multi-

family housing in a high-intensity, transit-oriented development pattern near the Third Avenue transit station. A redeveloped Chula Vista Center shopping mall includes some high-density residential housing, substantial office space, and a transit station.

H Street functions as a multi-modal boulevard and major circulation route, linking eastern Chula Vista to the west. Bus Rapid Transit (BRT) links the H Street trolley station to communities in the east, with two BRT stops on H Street providing convenient transit access for commuters, shoppers, and residents. In addition to an active commuter hub, the Third Avenue and H Street transit station area functions as a landmark architectural entry statement for an active downtown mixed use district. Building heights within the H Street Corridor include low-rise and some mid-rise, with high-rise focused within the Mixed Use Transit Focus Area on H Street between near Third and Fourth Avenues.

It is important to note that in view of the emerging character of H Street as a transit corridor and major link between the Bayfront, Broadway and Downtown; and the existence of major activity nodes like the Chula Vista Center, medical facilities at Scripps, and the South County Regional Center; that a special study to evaluate the potential for increased land use intensities and taller building forms will be conducted subsequent to adoption of this plan (see Section 7.2 and Fig. 5-17A).

9.5.4 H Street Office Focus Area

(Page LUT-180)

Description of Focus Area

The H Street Office Focus Area (see Figure 5-28) consists of the area on both sides of H Street, between Third Avenue and Fourth Avenue, including some areas just east of Third Avenue, extending north to G Street and south to I Street.

Existing Conditions

The H Street Office Focus Area is characterized by existing office uses on both sides of H Street, including the South County Regional Center on the south side of H Street and recent mixed use development on the north side. Other uses within this Focus Area along Third Avenue include a mix of retail and small offices, and a church at the northeast corner of H Street and Third Avenue. Between Third and Fourth Avenues, along Roosevelt Street, existing uses include a mix of single-family and multi-family residential units.

Vision for Focus Area

The H Street Office Focus Area is one of the three Transit Focus Areas (TFA) within the Urban Core, and is characterized by more intensive development surrounding the transit station, and serves as the southern anchor of the downtown Third Avenue activity corridor. It hosts the South County Regional Center and offices fronting on the south side of H Street, between Fourth Avenue and Third Avenue, and by the expansion of with transit focus mixed uses on the north side of H Street, extending to north of Roosevelt Street and on the east and west sides of Third

Avenue. To the north of Roosevelt Street, the Urban Core Residential uses transition to higher-density housing which blends with the existing multi-family area on the south side of G Street.

It is anticipated that uses along the H Street and Third Avenue frontages within the transit focus mixed use area will include ground floor retail, substantial office space, and residential units. Residential units will be located on both sides of Roosevelt Street, with densities reducing north of Roosevelt Street, and building heights throughout the district will be primarily mid-rise, reducing transitioning down from taller structures located closer to H Street to low-rise structures in areas adjacent to existing development on G Street. Building heights for this district will be primarily mid-rise, with some high-rise located closer to H Street.

To ensure an appropriate urban form for the higher density and intensity of development at this important activity area, the following outcomes should be achieved through development within that area:

- Function as a major gateway to downtown Third Avenue through the use of unique architecture that symbolizes the area so that the community, as well as visitors to the City, will immediately recognize it as a gateway to downtown.
- The intensity and density of development is accompanied by enhanced public and amenities and benefits (i.e., plazas, fountains, public areas, extensive streetscape improvements, etc.), and which also serve to signal the area as a gateway and gathering point.
- Building and streetscape design support transit, and emphasize pedestrian design features that provide opportunities to easily access transit and minimize the use of private vehicles.
- The urban form and regulatory standards for this area, as established through the Urban Core Specific Plan or other zoning actions, will achieve the above in consideration of the context of areas surrounding the Transit Focus Area.

Objective LUT 5053

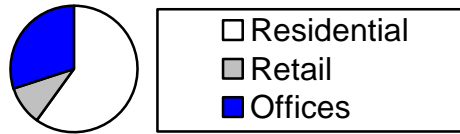
(Page LUT-181,182)

Encourage redevelopment to be mixed use along the H Street Corridor, between Third Avenue and Fourth Avenue, within walking distance of a planned future transit station near Third Avenue and H Street.

Policies

Uses

- LUT 5053.1: Strive for a distribution of uses within the Mixed Use Transit Focus Area designation on the north side of H Street and on the east side of Third Avenue to be mostly residential with offices and some retail, oriented to the H Street and Third Avenue frontages, as generally shown on the chart below:



Intensity/Height

LUT ~~50~~53.2: In the H Street Office Focus Area, residential densities within the Mixed Use Transit Focus Area designation are intended to have a Focus Area-wide gross density of 60 dwelling units per acre and are encouraged to develop at the high end of the density range ~~for Mixed Use Transit Focus Area~~, provided that projects meet pedestrian and transit-oriented objectives, and ~~utilize the incentive program~~ comply with the amenities provisions as presented in LUT Section 7.13.

LUT ~~50~~53.3: In the H Street Office Focus Area, the commercial (retail and office) portion of the Mixed Use Transit Focus Area designation is intended to have a Focus Area-wide aggregate FAR of 2.0. ~~However, s~~Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the Focus Area-wide aggregate (refer to Section 4.8.1 Interpreting the Land Use Diagram for a discussion of Focus Area-wide versus parcel-specific FAR).

Building heights within the H Street Office Focus Area shall primarily be mid-rise, ~~with some high-rise buildings. Any high-rise buildings will be subject to discretionary review pursuant to the provisions of LUT Section 7.2.~~

(new)LUT ~~50~~353.4 In the H Street Office Focus Area, residential densities within the Urban Core Residential designation are intended to have a gross density of 40 dwelling units per acre. Building heights within the Urban Core Residential designation shall be primarily low-rise, with some mid-rise buildings.

Design

LUT ~~50~~453.5: The Urban Core Specific Plan, or other zoning regulations shall establish design standards for ~~the Mixed Use Transit Focus Area within~~ the H Street Office Focus Area, ~~consistent with the above policies and vision and policies.~~

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CITY OF CHULA VISTA GENERAL PLAN UPDATE PUBLIC OUTREACH PROGRAM SUMMARY

(Staff Report Attachment 2)

The following thumbnail description summarizes the major phases of the City of Chula Vista General Plan Update public outreach process, and lists some of the main products generated.

- **Phase I – Program & Budget and Initial Community Outreach**

A multi-departmental General Plan Update (GPU) Team was created to spearhead the City's GPU effort and develop a work program and budget, along with determining where consultant assistance was needed. In contrast to the prior General Plan Update, which relied mainly on consultants, the current update afforded staff the primary role, and placed greater emphasis on a publicly driven process. An initial Town Hall meeting and Community Festival was held in April 2002, and an innovative "Vioneering" program followed that engaged citizen volunteers to assist in gathering public input. This phase concluded with establishment of four citizen committees.

Product: Chula Vista General Plan Update Community Festival Event Summary, April 27, 2002

- **Phase II – Issues, Vision & Goals, and Background Studies**

The initial public outreach efforts provided the basis for identifying key issues to be addressed in the General Plan Update, and for work with the citizen committees and the general public to identify the plan's overall vision and goals. A Draft Vision and Goals Report was a critical product of this phase of work. Throughout the process, City representatives also attended community events, made presentations to civic and professional organizations and a variety of interest and stakeholder groups to provide information and obtain feedback.

A series of background studies was undertaken to complement the ideas and preferences expressed through public outreach efforts, and provide a factual and analytical basis for developing and evaluating different General Plan options. These included an Economic Development Strategy, a South Bay Transit First Study, and a host of other technical studies. (Note: The numerous areawide studies were completed at different stages in the overall process.)

Products: Preliminary Issues Report, November 2002
Draft Vision and Goals Report, May 2003
Town Hall II Summary Report, August 2003

- Phase III – Draft Plan Alternatives and Policy Development

Land use and transportation teams worked with the General Plan Update Steering Committee to develop a range of conceptual planning proposals for further analysis and public review. The land use concepts were refined and formatted into citywide land use alternatives. Recognizing that many areas of Chula Vista are stable communities, focused “opportunity areas” were identified where future changes are most likely and appropriate. These were organized by major geographic sectors of the City’s General Plan Area: Northwest, Southwest and East/Otay Ranch. (No changes were proposed in the Chula Vista Bayfront, anticipating that the joint Chula Vista Bayfront Master Plan process under way would result in a proposed General Plan Amendment at the time of its adoption. These efforts were, however, coordinated among staff, advisory committees and governing bodies involved in the respective plans.) Through testing and public review of the alternatives, a preferred land use and transportation alternative was identified.

Policy objectives developed on the wide array of topics addressed in the General Plan Update were grouped into subject areas that became the foundation for draft General Plan elements, and were reviewed with the respective citizen committees and other directly affected or interested parties.

Products: Newsletter for General Plan Workshops, November 2003
 Town Hall III Summary Report, January 2004
 GPU Steering Committee June 21, 2004 Public Meeting Package

- Phase IV – Documents, Public Hearings and Plan Adoption

The Draft General Plan Update, supporting documents and the Draft Environmental Impact Report (EIR) were released for public review on December 31, 2004. In early March 2005, the City paused the General Plan Update process to extend opportunities for obtaining public input, and to address the comments received. A revised and re-circulated Draft EIR, an edits document presenting changes to the proposed General Plan Update, and edits to proposed Otay Ranch General Development Plan Amendments were released for review in September 2005.

Products: Draft General Plan Update, December 31, 2004 (Reprinted September 2005)
 Draft Otay Ranch General Development Plan Amendments December 31, 2004 (Reprinted with edits September 2005)
 Draft Environmental Impact Report, December 31, 2004 (revised and Re-circulated September 2005)
 Newsletter for General Plan Update Review, January 2005
 General Plan Update Video (2030 State of City), February 2005
 General Plan Update Edits, September 2005

CITY OF CHULA VISTA GENERAL PLAN UPDATE PLANNING COMMISSION & CITY COUNCIL MEETING CHRONOLOGY

From an April 11, 2000 meeting where the City Council expressed its desire to initiate a comprehensive General Plan Update, the Planning Commission and City Council have been engaged at numerous points in the process. The Planning Commission and City Council meetings on the General Plan Update through November 2, 2005 are listed below, except for meetings dealing solely with budgetary and contractual matters. A number of information memoranda were also generated to help keep the City Council and Planning Commission informed.

November 6, 2001: City Council report on the work program and budget for the General Plan Update (GPU). The Council approved the initial work program and budget for the GPU.

April 9, 2002: City Council report on consideration of the proposed General Plan Update public outreach strategy. The Council approved the public outreach strategy and directed staff to proceed.

April 24, 2002: Planning Commission kick-off meeting to explain General Plan Update process.

June 19, 2002: Planning Commission report on status of areawide studies and “visioneering” with the Commission. The Commissioners provided their input.

July 9, 2002: City Council report on establishment of a General Plan Update Steering Committee and three subcommittees. The Council approved the committees’ formation and structure, and directed staff to proceed.

September 10, 2002: City Council report on ratification of appointments to General Plan Update Environmental, Open Space and Sustainable Development Subcommittee. The Council ratified the proposed appointments.

October 22, 2002: City Council report on ratification of appointments to fill positions on the General Plan Update Steering Committee. The Council ratified the proposed appointments.

May 28, 2003: Planning Commission report on Draft Vision and Goals and status update. The Commission accepted the report and made comments.

June 17, 2003: City Council report on Draft Vision and Goals and status update. The City Council accepted the report and directed staff to use the report in developing the General Plan Update.

January 14, 2004: Planning Commission and City Council joint workshop to present information on the General Plan Update process, community input, and three initial

citywide land use alternatives. Staff was directed to proceed with testing of proposed land use and transportation alternatives, subject to follow-up meetings to complete review of Southwest Chula Vista (see January 21 Planning Commission and January 27 City Council meetings below, where direction was received for Southwest Chula Vista).

January 21, 2004: Planning Commission follow-up meeting from January 14 focusing on Southwest Chula Vista land use and transportation alternatives. Recommended direction was provided for the Southwest Area.

January 27, 2004: City Council follow-up meeting from January 14 focusing on Southwest Chula Vista land use and transportation alternatives. Direction was provided for the Southwest Area.

July 13, 2004: City Council report on status of General Plan Update, including the General Plan Update Steering Committee's recommended land use and transportation alternative, remaining tasks and key topics. Council accepted report, authorizing staff to finalize the preferred alternative and complete documents to release for public review.

February 14, 2005: Planning Commission public hearing to close public review period on the General Plan Update Draft Environmental Impact Report. The Planning Commission received comments and closed the public comment period.

February 15, 2005: Planning Commission and City Council joint workshop to provide an overview and refresher on the General Plan Update process to date in advance of workshops on major geographic areas and General Plan Update public hearings. A "State of the City in 2030" video was presented. The Commission and Council conducted the workshop, provided questions and comments, and received public comments.

February 24, 2005: Planning Commission and City Council joint workshop focusing on land use and transportation proposals in eastern Chula Vista. This included an overview of the alternatives considered and the preferred plan, and major proposals in this area. The Commission and Council conducted the workshop, provided questions and comments, and received comments from the public.

August 18, 2005: Planning Commission and City Council joint workshop focusing on land use and transportation proposals in western Chula Vista, including the Northwest and Southwest Planning Areas. Draft edits to the General Plan Update prepared to address comments during the prior review process were presented, and staff was authorized to complete the proposed revisions and release the materials for additional review and public hearings. Public comments were also received and direction provided regarding the proposed edits.

November 1, 2005: Report to the City Council on potential edits to the Draft General Plan Update regarding Transit Focus Areas. The Council accepted the report and directed staff to include an option that would limit building heights to mid-rise in the proposed Transit Focus Area around H Street and Third Avenue.

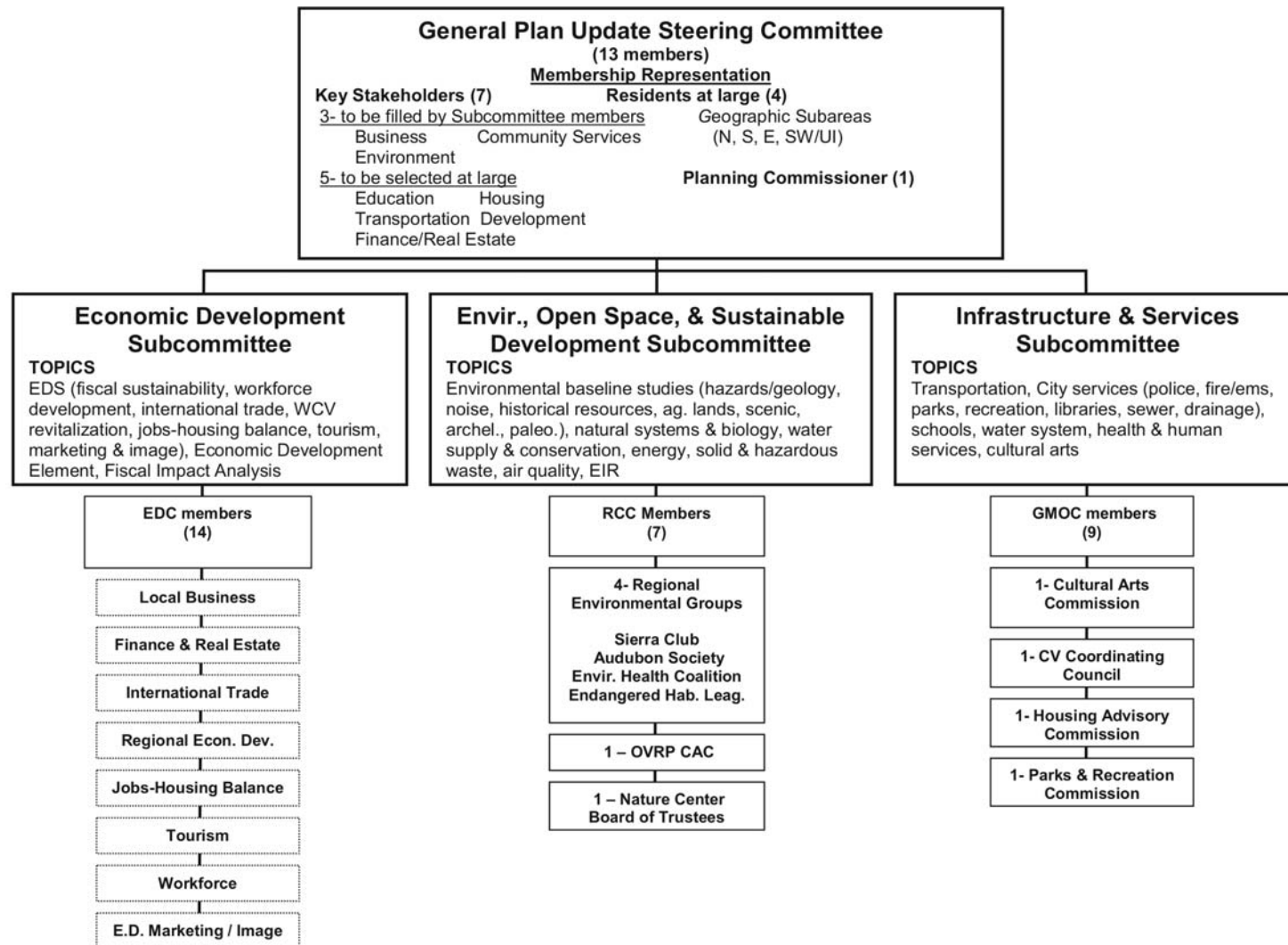
November 2, 2005: Planning Commission public hearing to close public review period on the revised and re-circulated General Plan Update Draft Environmental Impact Report. The Planning Commission received comments, made additional comments, and closed the comment period for the re-circulated Draft EIR.

CITY OF CHULA VISTA GENERAL PLAN UPDATE CITIZENS COMMITTEE STRUCTURE

The General Plan Update Steering Committee and three subcommittees – Economic Development Subcommittee, Public Facilities and Services Subcommittee, and Environment, Open Space and Sustainable Development Subcommittee – contributed literally thousands of volunteer hours through over 70 public meetings and critical guidance through the update process.

The following materials summarize the committee structure and membership, and include an organizational diagram and a list of the members and their affiliations.

General Plan Update Public Outreach & Participation Program - Committees Organizational Diagram -



CITIZEN COMMITTEES MEMBERSHIP

Steering Committee

Mitch Thompson (C) - Housing
Patricia Aguilar (VC) - Sweetwater/Bonita
Gregory Alabado - Transportation
Russ Hall - Economic Development Subcommittee
Randall Krogman - Eastern Chula Vista
Paul Nieto – Finance / Real Estate
Kevin O'Neill – Planning Commission
Gary Nordstrom – Chula Vista Urban Development Committee
Rudy Ramirez – Southwestern Chula Vista
Diana Rude/Pamela Bensoussan – Northwestern Chula Vista
Stephen Savel - Education
Teresa Thomas – Environment, Open Space & Sustainable Development Subcommittee
Bill Tripp – Infrastructure & Services Subcommittee

Economic Development Subcommittee

Russ Hall (C) – Economic Development Commission (EDC)
Kevin Carlson – EDC
William Tunstall – EDC
William Hall – EDC
Charles Moore – EDC
Ramin Moshiri – EDC
Daniel Munoz – EDC
Dr. Carl Nelson - EDC
Nate Rubin – EDC
Scott Vinson – EDC
Mary Wylie - EDC

Environment, Open Space & Sustainable Development Subcommittee

Doug Reid (C) – Resource Conservation Commission (RCC)
Frank Ohrmund (VC) – Otay Valley Regional Park Citizen's Advisory Committee
Pamela Bensoussan – RCC
John Chavez - RCC
Juan Diaz - RCC
Stanley Jasek - RCC
Susan Fuller – Nature Center Board of Trustees
Theresa Acerro – Sierra Club
Teresa Thomas - RCC
Michael Beck – Endangered Habitats League
Laura Hunter – Environmental Health Coalition
Allison Rolfe – San Diego Audubon Society

Infrastructure & Services Subcommittee

Arthur Garcia (C) – Growth Management Oversight Commission (GMOC)
(Education)

Richard Arroyo – GMOC (Business)

Marco Polo Cortez/Kevin O'Neill – GMOC (Planning Commission)

David Krogh – GMOC (Sweetwater / Bonita)

Rafael Munoz – GMOC (Eastern Territories)

Gary Nordstrom – GMOC (Development)

Steve Palma – GMOC (Southwest)

Michael Spethman – GMOC (Center City)

Bill Tripp – GMOC (Environment)

Mary Jo Buettner – Chula Vista Coordinating Council

Joanne Clayton – Housing Advisory Commission

Al Gore – Cultural Arts Commission

Bob Strahl – Parks & Recreation Commission

H:/Planning/General_Plan/Final Staff Reports/Attachment_2_Public_Outreach_11-29-05.doc

STAFF RECOMMENDED GPU LAND USE ALTERNATIVES AND TEXT ERRATAS – FREEWAY COMMERCIAL AREA

(Staff Report Attachment 3A)

OTAY RANCH SUBAREA, FREEWAY COMMERCIAL FOCUS AREA

Under the Staff Recommended Alternative, amend Objective LUT 96 and delete LUT Policy 96.3 as shown for the Freeway Commercial Focus Area in the Otay Ranch Subarea:

Objective LUT 96

Create a retail commercial center ~~and mixed-use residential development~~ that supports the East Planning Area/Otay Ranch population by providing that: ~~provides~~ regional goods and services ~~in its retail commercial area~~ that are not accommodated in the residential village cores or town centers; functions integrally with the intense, pedestrian-oriented urban activity of the Eastern Urban Center (EUC) Focus Area; ~~provides services and amenities to support a smaller mixed-use residential component;~~ and accommodates the bus rapid transit system connecting it to other villages, the EUC, and the region.

~~LUT 96.3~~

~~Allow for the development of a mixed-use residential component on the northerly approximately 32 acres. Ensure adequate provision of services and amenities adequate to support residential uses such as parks, schools, and other residential support services.~~

STAFF RECOMMENDED MODIFICATION TO PREFERRED PLAN
OTAY RANCH SUBAREA - EASTERN UNIVERSITY DISTRICT

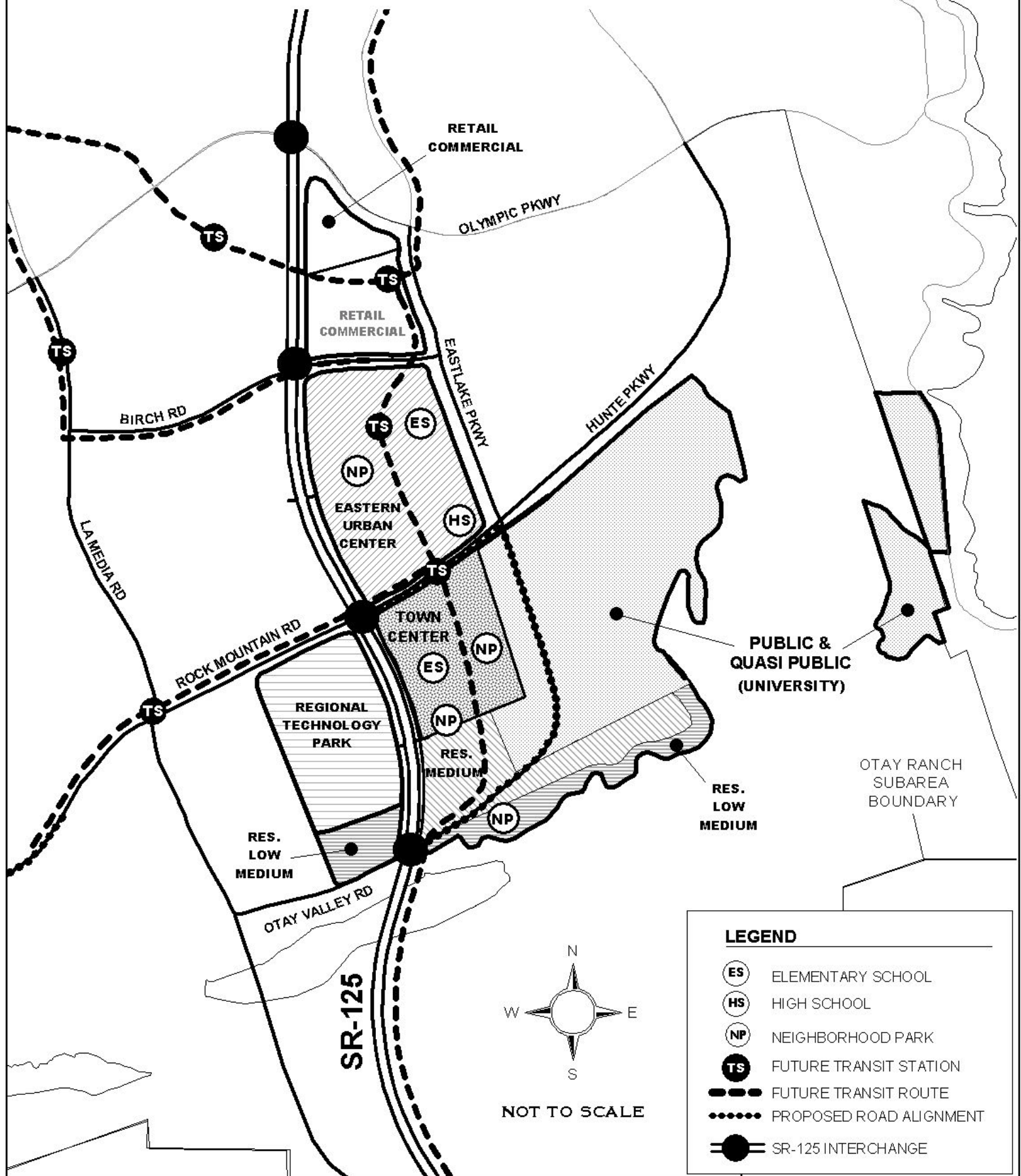


Figure 5-45 (Amended)

STAFF RECOMMENDED GPU LAND USE ALTERNATIVES AND TEXT ERRATAS – GUN CLUB AREA

(Staff Report Attachment 3B)

OTAY RANCH SUBAREA, OTAY VALLEY DISTRICT (GUN CLUB)

Under the Staff Recommended Alternative, amend Objective 82 and corresponding policies as shown in strikeout and underline below.

Objective 82

Designate and allow for appropriate and carefully planned land uses that provide additional recreational activities, both public and private, and entertainment and supporting commercial activities that do not threaten the viability of sensitive biological habitats or the Otay Valley's function as a key component of the Otay Ranch Preserve.

Policies

LUT 82.1

Limit public and private active recreational uses and approximately 15 acres of mixed use commercial in support of recreational uses to the previously disturbed, non-sensitive areas deemed appropriate for active recreation and supporting mixed use commercial development by the City's MSCP Subarea Plan and Otay Ranch Resource Management Plan. Access to these sites should be readily accessible from existing and planned public roads and should not intrude into core preserve areas.

LUT 82.3

Limited commercial and active recreation uses authorized by Policy LUT 82.1 above, shall be sited to minimize the potential negative effects of these uses on adjacent preserve areas.

See attached exhibit for the Otay Valley District reflecting the Staff recommended alternative land use diagram.

STAFF RECOMMENDED MODIFICATION TO PREFERRED PLAN

OTAY RANCH SUBAREA - OTAY VALLEY DISTRICT

OTAY RANCH GDP - PLANNING AREA 20

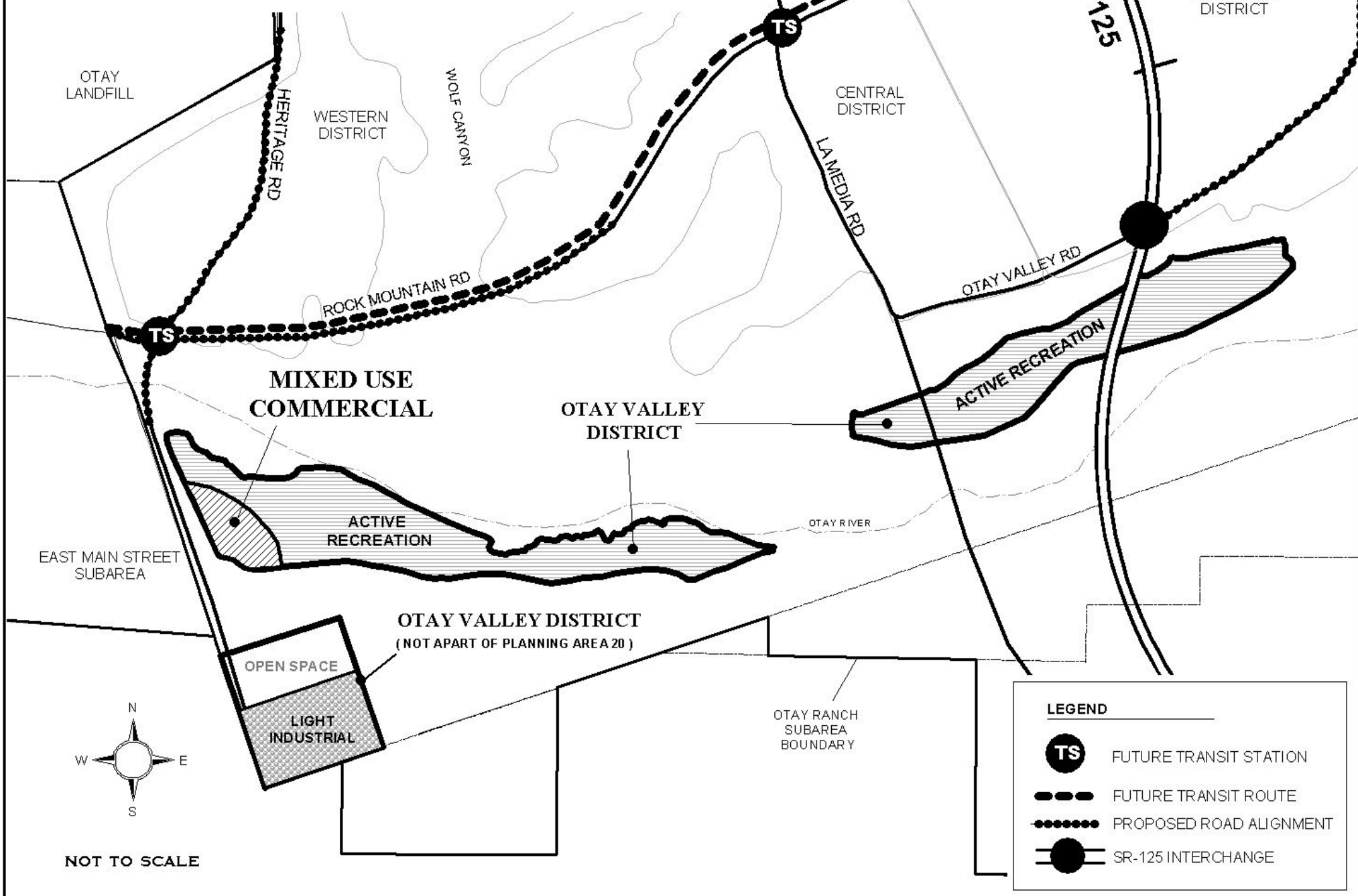


Figure 5-44 (Amended)

STAFF RECOMMENDED OTAY RANCH GDP LAND USE PROPOSALS AND TEXT ERRATAS – FREEWAY COMMERCIAL AREA

(Staff Report Attachment 4A)

- **Otay Ranch GDP, Part 2, Section F, Village Descriptions and Policies, 12. Planning Area 12 – Eastern Urban Center/Freeway Commercial**

The Freeway Commercial Policies of the GDP text as proposed by the Preferred Alternative are amended by the Staff Recommended Alternative with the strikeouts as shown below.

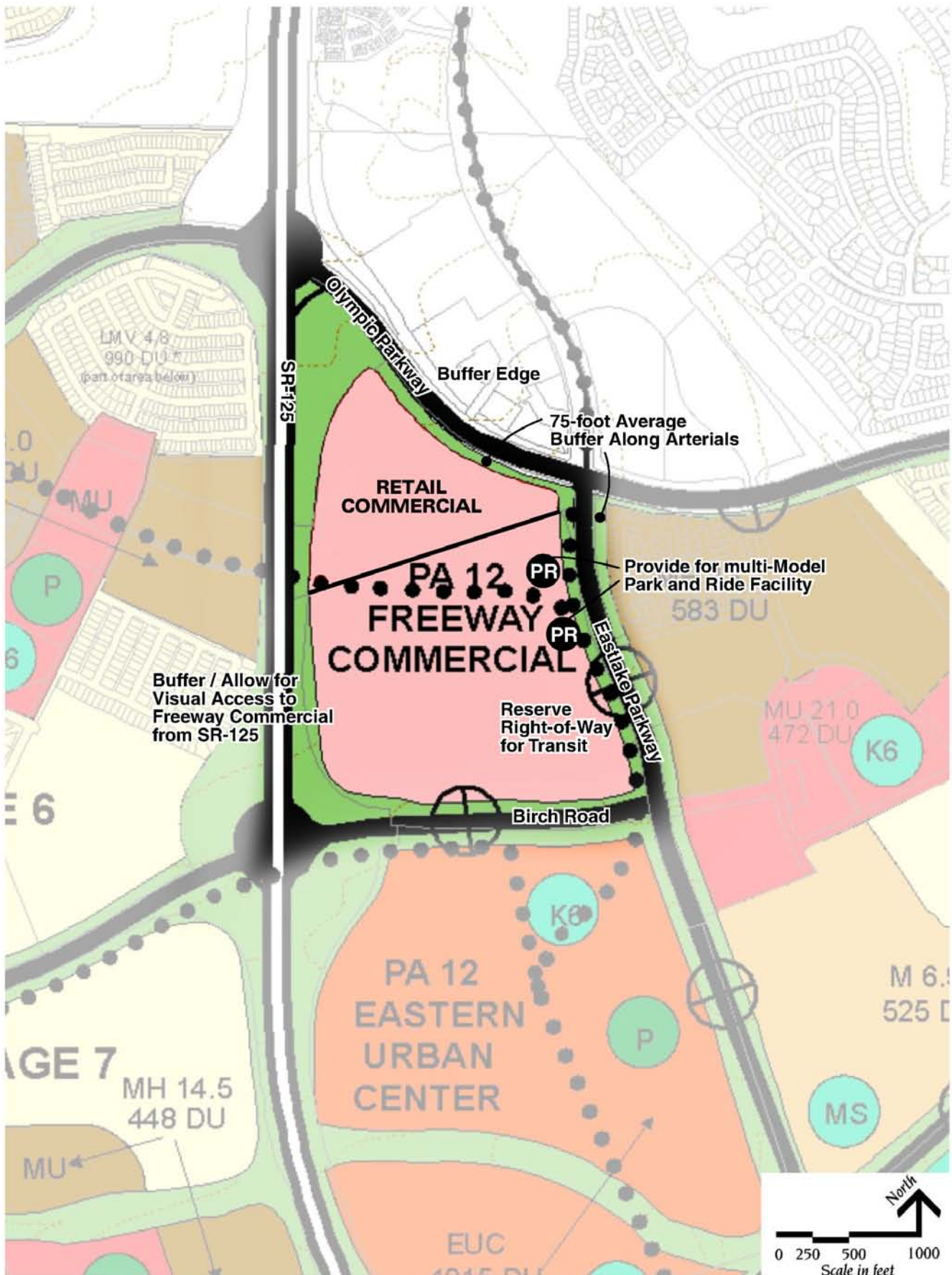
- ☐ ~~This category also includes a mixed use residential development area containing 475 multi-family units on approximately 30 acres.~~
- ☐ ~~Build-out population of approximately 1,225.~~

The Planning Area 12 (EUC & FC) Land Use Table is amended by the Staff Recommended Alternative to the Preferred Alternative as strikeouts shown below indicate.

Planning Area 12 (EUC & FC)

Staff Alternative

Use	Dwelling Units				Acreage									Approx. Pop.
	SF	MF	Total	Dens	Res.	Park	CPF	Sch	C'ml.	Uni.	Open Sp.	Art.	Total	
EUC Subtotal		3,313	3,313	41.2	80.4	25.6	11.9	35.0	75.9		1.5	8.0	238.3	8,548
MU	-	475	475	17.7	26.8	3.7	1.7	-	1.4	-	-	-	33.6	1,226
FC									79.6 113.2		3.8	12.4	129.4	
FC Subtotal		475	475	17.7	26.8	3.7	1.7		81 -113.2		3.8	12.4	129.4	1,226
TOTAL		3,788 3,313	3,788 3,313	35.3 41.2	107.2 80.4	29.3 25.6	13.6 11.9	35.0	156.9 189.1		5.3	20.4	367.7	8,548



Planning Area 12 Freeway/Commercial

Adopted October 28, 1993
Amended _____

STAFF RECOMMENDED OTAY RANCH GDP LAND USE PROPOSALS AND TEXT ERRATAS – GUN CLUB AREA

(Staff Report Attachment 4B)

- **Otay Ranch GDP, Part 2, Section F, Village Descriptions and Policies, 19. Planning Area 20**

Planning Area 20 Policies of the GDP text as proposed by the Preferred Alternative are amended by the Staff Recommended Alternative with the added text shown as underlined below.

Planning Area 20 Contains:

- ❑ Limited Commercial uses/activities on a maximum of 15 acres that relate to and support adjacent active recreation uses and areas consistent with the Otay Ranch RMP and Chula Vista MSCP Subarea Plan.

The Planning Area 20 Land Use Table is replaced by the Staff Recommended Alternative to the Preferred Alternative as shown below.

Planning Area 20 (Otay River Valley)														
Use	Dwelling Units				Acreage									Approx. Pop.
	SF	MF	Total	Dens	Res.	Park *	CPF *	Sch.	C'ml.	Ind.	Open Sp.	Art.	Total	
MU									15.0				15.0	
Active Recreation											194.0		194.0	
TOTAL									15.0		194.0		209.0	
*The location of required park and community purpose facility land will be subject to review at the SPA level.														

Exhibit 75 Planning Area 20 (Otay River Valley) Land Use Table (Staff Alternative)

STAFF RECOMMENDED MODIFICATION TO PREFERRED PLAN

OTAY RANCH SUBAREA - OTAY VALLEY DISTRICT

OTAY RANCH GDP - PLANNING AREA 20

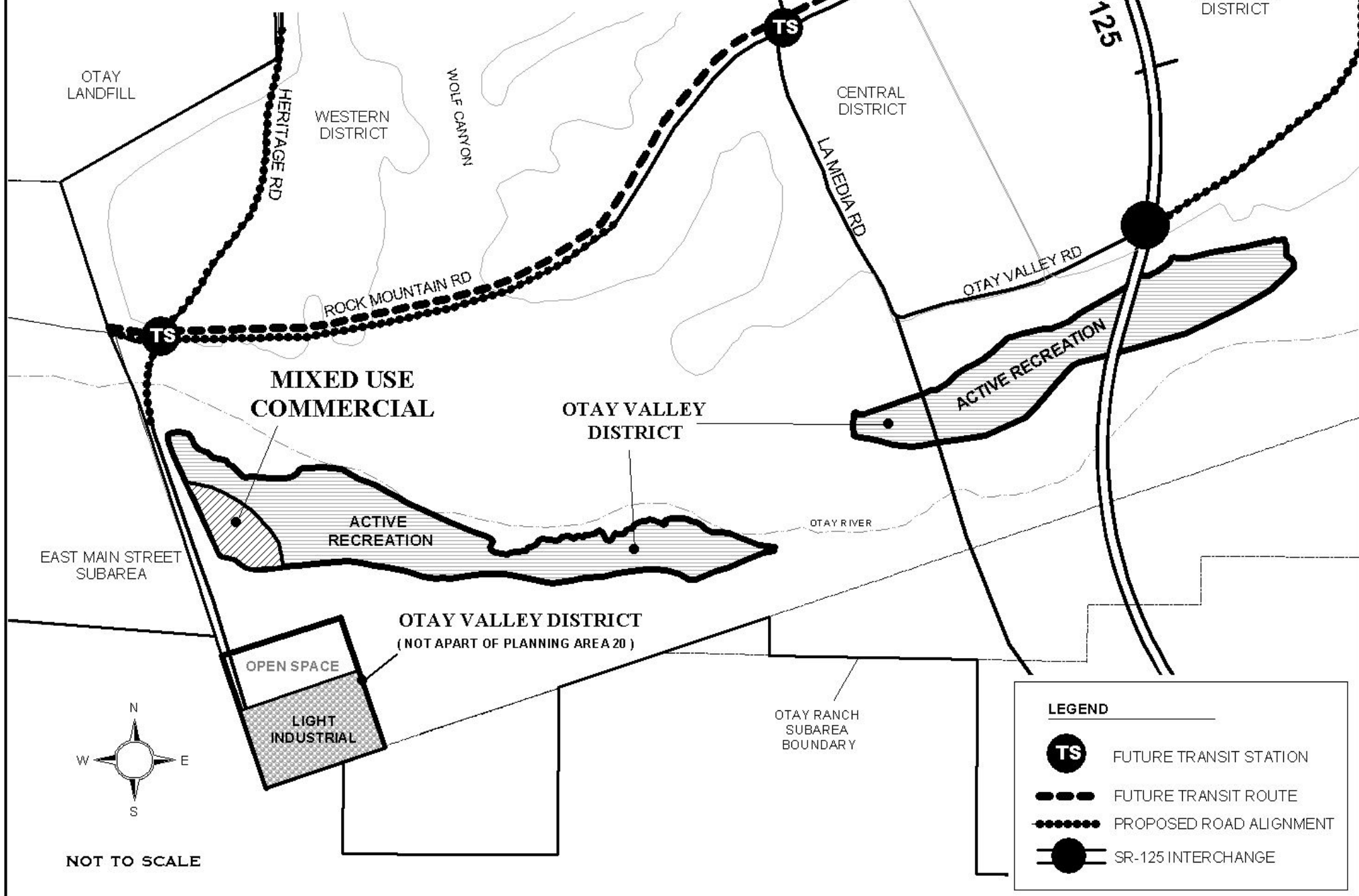


Figure 5-44 (Amended)

CITY OF CHULA VISTA GENERAL PLAN UPDATE MISCELLANEOUS GPU CORRECTIONS

(Staff Report Attachment 5)

This attachment lists miscellaneous GPU edits and corrections that have been identified since release of the September 2005 Draft GPU documents and revisions. These include:

- Text and graphic corrections addressing Designated Scenic Roadways
- Text and graphic corrections addressing Entryways and Gateways
- Text corrections to add a line omitted from a Growth Management Element policy
- Text corrections to address a mixed use residential component in the Freeway Commercial Focus Area if the GPU Steering Committee Preferred Alternative is adopted for that area.

MINOR EDITORIAL CORRECTIONS TO LAND USE AND TRANSPORTATION ELEMENT SECTION 3.1 REGARDING DESIGNATED SCENIC ROADWAYS

3.1 Scenic Resources and Open Space Network (Pages LUT-14 & 15)

(No change in first paragraph.)...

Chula Vista has several designated Scenic Roadways where views of unique natural features and roadway characteristics, including enhanced landscaping, adjoining natural slopes, or special design features make traveling a pleasant experience. The designated Scenic Roadways are listed below and are shown on Figure 5-4~~5~~, Designated Scenic Roadways.

- Marina Parkway from the intersection of E Street and Interstate 5 on the north to its intersection with Interstate 5 at J Street
- Bonita Road from Interstate 805 to Sweetwater Road
- Sweetwater Road from the National City boundary east to State Route 54
- East H Street from Interstate 805 to Mount Miguel Road
- Proctor Valley Road from Mount Miguel Road east to Jamul
- Telegraph Canyon Road/Otay Lakes Road from Interstate 805 to Lower Otay Lake
- Olympic Parkway
- Otay Lakes Road from Bonita Road to [Telegraph Canyon](#) ~~Rock Mountain~~ Road
- Main Street from Interstate 805 to Heritage Road
- Rock Mountain Road from Heritage Road to State Route 125
- Hunte Parkway from EastLake Parkway to Proctor Valley Road
- La Media Road from Otay Lakes Road to Rock Mountain Road
- Heritage Road from Telegraph Canyon Road to the City's southerly boundary
- Wueste Road

For policies regarding scenic resources, refer to Section 7.6~~5~~ Enhancing Community Image of this element.

(Note: A revised Figure 5-4, Designated Scenic Roadways, is also attached.)

**MINOR EDITORIAL CORRECTIONS TO LAND USE AND TRANSPORTATION
ELEMENT SECTION 3.2 REGARDING GATEWAYS**

3.2 Gateways

(Pages LUT-20, 21 & 22)

TABLE 5-2
PRIMARY GATEWAY LOCATIONS

<u>Freeway</u>	<u>Primary Gateway</u>
Interstate 5	E Street/Marina Parkway H Street J Street/Marina Parkway Palomar Street Main Street
State Route 54	Fourth Avenue
Interstate 805	Olympic Parkway E Street/Bonita Road East H Street Telegraph Canyon Road Main Street/Auto Park Way
State Route 125	Otay Lakes Road Olympic Parkway Birch Road Rock Mountain Road

- E Street/Marina Parkway Gateway. The E Street/Marina Parkway gateway serves as a key entrance into the northerly portion of the Urban Core Subarea and is the first entrance into the City off of Interstate 5 from the north. The gateway includes E Street from Interstate 5 to Broadway and will serve primarily as a vehicular corridor to Broadway and Downtown Third Avenue. Additionally, the E Street/Marina Parkway gateway will also serve as the first access point from the north into the City's Bayfront Planning Area on Marina Parkway.
- H Street Gateway. The H Street gateway will be the primary entrance into the Urban Core Subarea as well as the City's Bayfront Planning Area. The gateway will extend to Broadway from Interstate 5 and provide direct access to Broadway, the Chula Vista Center and Downtown Third Avenue. H Street is also planned as a transit corridor.
- J Street/Marina Parkway. The J Street/Marina Parkway gateway provides the first access point from the south into the City's Bayfront Planning Area on Marina Parkway.
- Palomar Street Gateway. The Palomar Street gateway extends from Interstate 5 to Broadway and serves as the primary access to commercial services along Palomar Street and Broadway within the Southwest Planning Area of the City.
- Fourth Avenue Gateway. The Fourth Avenue gateway provides access into the Urban Core from State Route 54 and extends as far as C Street. This gateway also serves to provide a

key linkage between National City and Chula Vista. (Refer to Section [7.5](#) regarding policies for Gateways.)

- E Street/Bonita Road Gateway. The E Street/Bonita Road gateway provides access into the Urban Core from Interstate 805, as well as access into the Sweetwater Valley and Bonita. This gateway extends from Interstate 805 to First Avenue on the west and to Plaza Bonita Center Road on the east.
- East H Street Gateway. The East H Street gateway, extending from Interstate 805 to Hilltop Drive, provides access into the Urban Core Subarea from Interstate 805. [This gateway also extends to Terra Nova Drive and provides access into](#) the eastern master planned communities of the City.
- [Telegraph Canyon Road Gateway. The Telegraph Canyon Road gateway, extending from Interstate 805 to Oleander Avenue, provides access into the eastern master planned communities of the City.](#)
- [Olympic Parkway/I-805 Gateway. The Olympic Parkway/I-805 gateway, extending from Interstate 805 to Brandywine Avenue, provides access into the eastern master planned communities of the City.](#)
- Main Street/Auto Park Way Gateway. The Main Street/Auto Park Way gateway provides access to the Auto Park and commercial recreation venues within the Otay Valley, including an amphitheater and water park.
- [Otay Lakes Road Gateway. The Otay Lakes Road Gateway will provide access from State Route 125 into the Eastlake Village Center and Business Park. This gateway extends along Otay Lakes Road from State Route 125 to Eastlake Parkway.](#)
- Olympic Parkway/[SR-125](#) Gateway. The Olympic Parkway/[SR-125](#) gateway will provide access from State Route 125 into the Eastern Urban Center (EUC) Focus Area and to the Olympic Training Center. This gateway extends along Olympic Parkway from State Route 125 to Eastlake Parkway.
- Birch Road Gateway. The Birch Road gateway also provides access into the EUC Focus Area and will extend from State Route 125 to Eastlake Parkway.
- Rock Mountain Road Gateway. The Rock Mountain Road gateway provides access to both the EUC and the University Campus Focus Area. This gateway will extend from State Route 125 to Eastlake Parkway to the east, and to the primary entrance into the University Campus Focus Area.

(Note: A revised Figure 5-6, Entryways and Gateways, is also attached.)

MINOR EDITORIAL CORRECTION TO GROWTH MANAGEMENT ELEMENT

Note: A line was omitted from a policy in printing of the General Plan Update document as shown below.

GROWTH MANAGEMENT ELEMENT – CHAPTER 10

GM 7 COORDINATING WITH CITY DEPARTMENTS AND OUTSIDE AGENCIES (Page GM-19)

GM 7.5 Expand use of Memoranda of Understanding and Agreements to coordinate subregional planning in such areas as [transportation facilities, schools, parks and recreation facilities and regional open space](#).

**MINOR EDITORIAL CORRECTIONS TO LAND USE AND TRANSPORTATION
ELEMENT EAST AREA PLAN FOR FREEWAY COMMERCIAL FOCUS AREA
UNDER THE PREFERRED ALTERNATIVE**

Amend Objective LUT 96 and add LUT Policy 96.3 as follows to address the mixed use residential component of the Freeway Commercial Focus Area in the case that the GPU Steering Committee Preferred Alternative is adopted for the Freeway Commercial Focus Area in the Otay Ranch Subarea. ***(Note: The staff recommended alternative does not include this mixed use residential component. In the event the staff recommendation of retail for this area is adopted, the changes below would not be included.)***

Objective LUT 96

(Page LUT-286)




Create a retail commercial center and mixed use residential development that supports the East Planning Area/Otay Ranch population ~~by providing that:~~ provides regional goods and services in its retail commercial area that are not accommodated in the residential village cores or town centers; functions integrally with the intense, pedestrian-oriented urban activity of the Eastern Urban Center (EUC) Focus Area; provides services and amenities to support a smaller mixed use residential component; and accommodates the bus rapid transit system connecting it to other villages, the EUC, and the region.

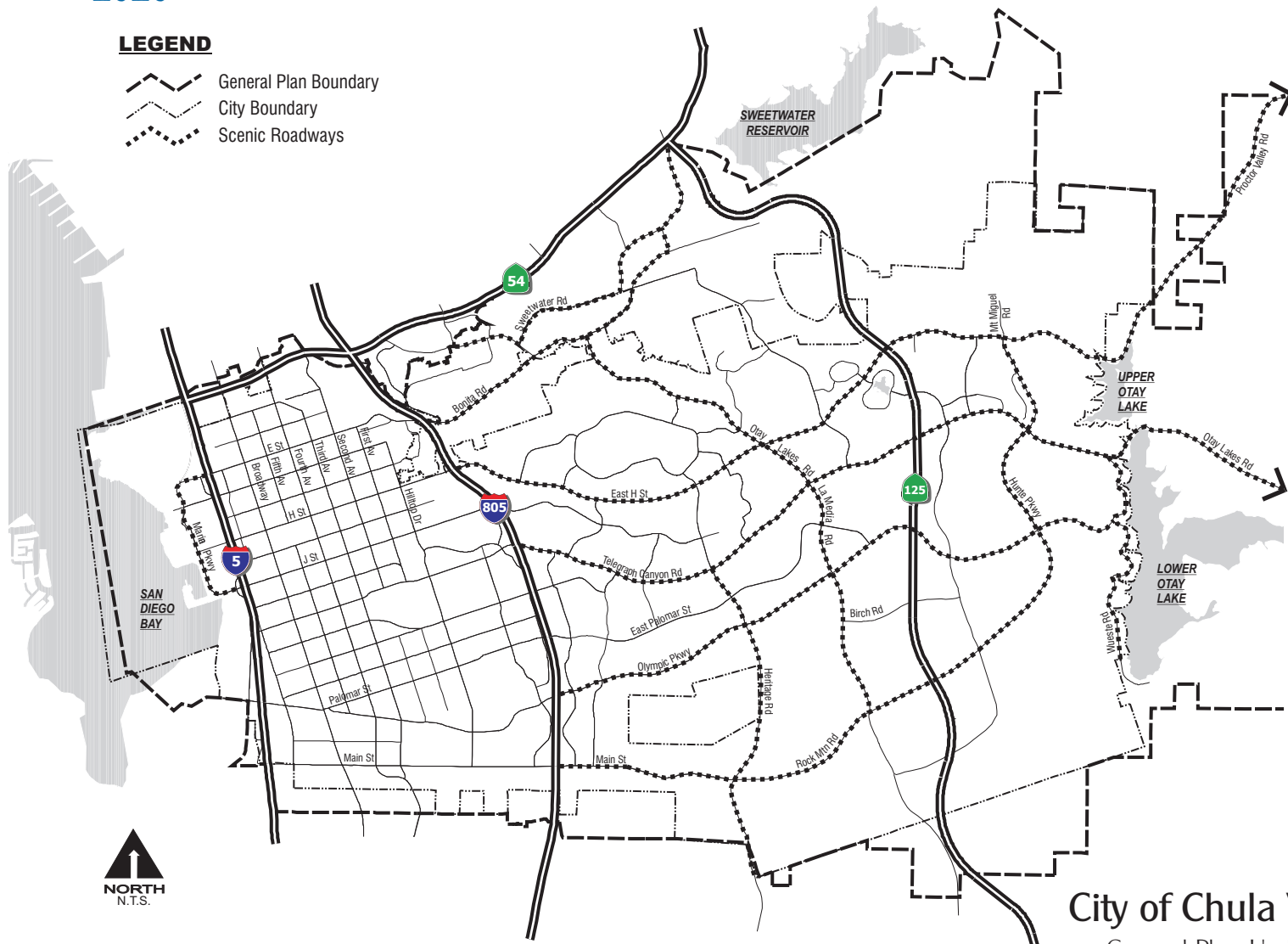
LUT 96.3

Allow for the development of a mixed use residential component on the northerly approximately 32 acres. Ensure adequate provision of services and amenities adequate to support residential uses such as parks, schools, and other residential support services.

Designated Scenic Roadways

LEGEND

-  General Plan Boundary
-  City Boundary
-  Scenic Roadways










City of Chula Vista

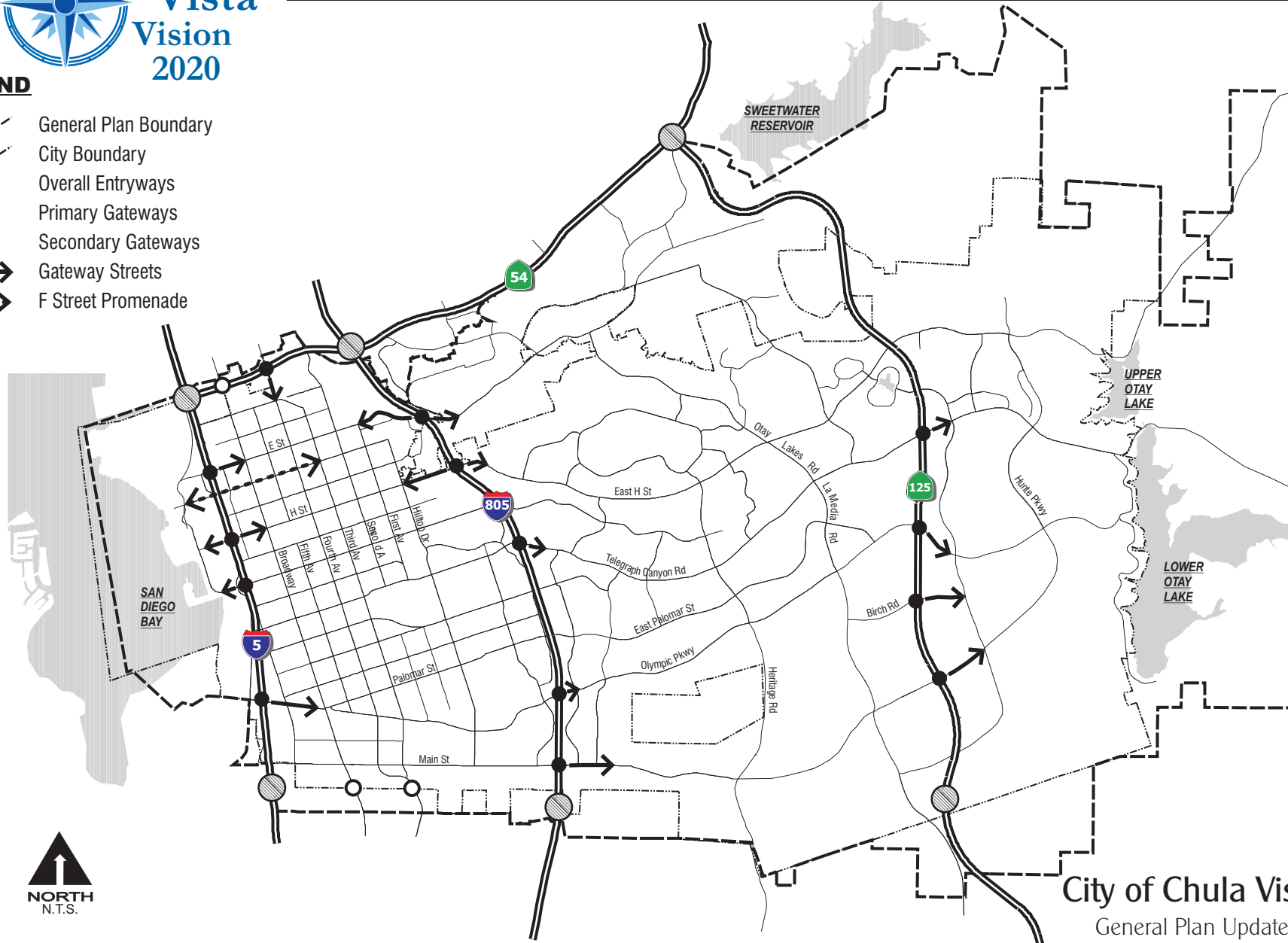
General Plan Update

Figure 5-4 | LUT-#16

Entryways and Gateways

LEGEND

-  General Plan Boundary
-  City Boundary
-  Overall Entryways
-  Primary Gateways
-  Secondary Gateways
-  Gateway Streets
-  F Street Promenade



City of Chula Vista

General Plan Update

Figure 5-6 | LUT-#18

OTAY RANCH GDP AMENDMENT CORRECTIONS

(Staff Report Attachment 6)

Staff recommends approval of the following miscellaneous corrections to the Otay Ranch General Development Plan (GDP). These corrections are referenced by section of the GDP document.

- **Otay Ranch GDP, Part 2, Section E, SPA Requirements –**

The underlined language below will be added to the current list of SPA requirements to clarify that population for SPA Plan will be determine based on current coefficients at the time of SPA Plan preparation.

- a. SPA Requirements

While the GDP/SRP establishes plan goals, objectives and policies for the land use, open space, circulation recreation and other components of the community, the SPA level of planning will provide:

Current population coefficients

- **Circulation Element Arterial and Major Roads Table, Part II, Chapter 2, Section B**
An entry for La Media Road will be added to the table as follows:

Road Name	From	To	Classification
La Media Road	Rock Mountain	Otay Mesa Road	6 lane Prime

- **Otay Ranch GDP, Part 2, Section F, Village Descriptions & Policies, 19. Planning Area 20**

The following GDP text is amended by the Preferred Alternative with the strikeouts as shown below.

Planning Area 20 Contains

- ☐ ~~Limited commercial uses/activities related to adjacent active recreation areas consistent with the Otay Ranch RMP and Chula Vista MSCP Subarea Plan~~

ERRATAS FOR LAND USE ALTERNATIVES PROPOSED BY OTHERS – SOUTH BROADWAY

(Staff Report Attachment 7A)

PROPOSED CHANGES IN SUPPORT OF ADOPTING LAND USE SCENARIO 2 - MIXED USE RESIDENTIAL, FOR A PORTION OF SOUTH BROADWAY DISTRICT BETWEEN PALOMAR AND ANITA STREETS

The following underline/strike-out edits would effect a Mixed Use Residential land use designation, and related land use policy revisions to Section 8.4.2 of the proposed General Plan's Land Use and Transportation Element - Southwest Area Plan, regarding the South Broadway District between Palomar and Anita Streets:

Section 8.4.2 South Broadway District

(Page LUT-129 thru 133)

Vision for District

The vision for the South Broadway District includes the introduction of additional residential units along South Broadway, and the phased removal of conflicting automobile-related service/repair shops from L Street to Naples Street, and from Palomar Street to Anita Street. The future for the South Broadway District focuses on increasing the viability of retail shops, providing for needed housing opportunities, and improving the appearance of this major corridor.

Automobile-related shops should be focused south of Naples Street within areas designated as light industrial areas, west of Broadway and along Main Street. This will provide a compatible location for necessary automotive services and avoid land use conflicts that currently exist on South Broadway, north of Naples-Anita Street.

Objective LUT 39

Revitalize land uses along South Broadway between L Street and Naples-Anita Street.

Policies

Uses

LUT 39.1: Encourage the development of residential units, mixed with appropriate retail and professional office, in the area designated as Mixed Use Residential between L Street and Naples Street.

LUT 39.2: Retain retail uses between south of Naples Street and the SDG&E utility easement.

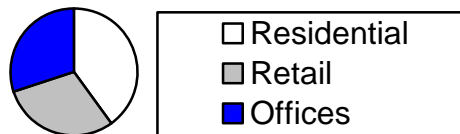
LUT 39.3: Encourage the development of commercial uses, mixed with retail and office, in the area designated as Mixed Use Commercial between Orange Avenue and Main Street.

LUT 39.4: Encourage the development of residential units, mixed with appropriate retail and professional office, in the area designated as Mixed Use Residential between Palomar Street and Anita Street. Retain automobile-related service/repair shops in the area between Orange Avenue and Main Street, with consideration to effects on adjoining residential neighborhoods.

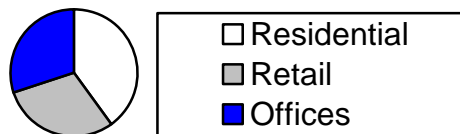
LUT 39.5: Encourage the relocation of automobile-related service/repair shops from the South Broadway District, north of Naples Street and south of Palomar Street, to more appropriate areas, including within industrial areas west of Broadway south of Naples Street, and within the Main Street District, with consideration to effects on adjoining residential neighborhoods.

LUT 39.6: Designate uses on the west side of Colorado Street as Light Industrial.

LUT 39.7: Strive for a distribution of uses within the areas designated as Mixed Use Residential between L Street and Naples Street to be retail, office and residential, as generally shown on the following chart:



LUT 39.8: Strive for a distribution of uses within the areas designated as Mixed Use Residential between Palomar Street and Anita Street to be retail, office and residential, as generally shown on the following chart:



~~Strive for a distribution of uses within the areas designated as Mixed Use Commercial between Orange Avenue and Anita Street to be retail and office.~~

LUT 39.9: Implement the Broadway Revitalization Plan, as adopted by City Council.

Intensity/Height

LUT 39.9: In the South Broadway District, residential densities within the Mixed Use Residential designation between L Street and Naples Street and between Palomar Street and Anita Street are intended to have a district-wide gross density of 30 dwelling units per acre.

LUT 39.10: In the South Broadway District, the commercial (retail and office) portion of the Mixed Use Residential designation between L Street and Naples Street and between Palomar Street and Anita Street is intended to have a Focus Area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.8.1 Interpreting the Land Use Diagram for a discussion of district-wide versus parcel-specific FAR).

~~LUT 39.11: In the South Broadway District, development within the Mixed Use Commercial designation is intended to have a district-wide aggregate FAR of 0.5. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs~~

~~that may vary from the district-wide aggregate (refer to Section 4.8.1 Interpreting the Land Use Diagram for a discussion of district-wide versus parcel-specific FAR).~~

LUT 39.12: Building heights on both sides of Broadway and along Industrial Boulevard in the South Broadway District shall be primarily low-rise buildings.

Design

LUT 39.13: Encourage the upgrading of older and/or marginal retail uses along the South Broadway District.

LUT 39.14: Prepare specific guidelines for the development of mixed use projects on South Broadway between L Street and Naples Street and between Palomar Street and Anita Street.

LUT 39.15: Ensure that Light Industrial uses on Colorado Street are designed and constructed to front on Colorado Street, provide parking and entry door access on the west side of buildings, and are appropriately buffered from residential uses.

LUT 39.16: Develop appropriate siting guidelines and criteria for locating automobile-related service/repair shops in areas that adjoin residential neighborhoods.

Amenities

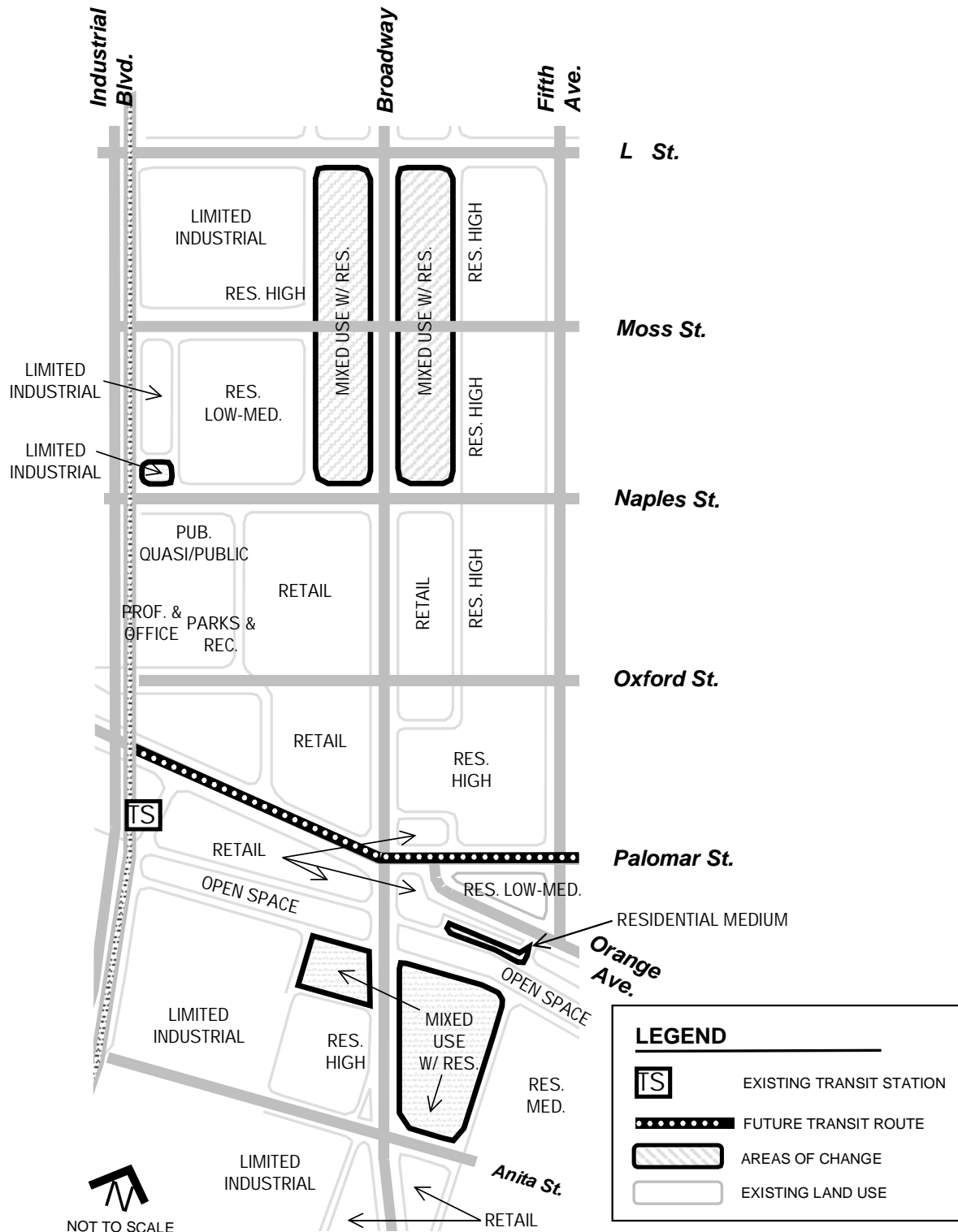
LUT 39.17: Community amenities to be considered for the South Broadway District as part of any incentive program should include, but not be limited to, the following, and to those items listed in Policy LUT 25.5:

- Community center or community-oriented gathering facility
- Sidewalk widening
- Pedestrian and landscaping improvements
- Streetscape improvements
- Recreational and computer rooms
- Mentor programs for education and entertainment

(Note: An amended Figure 5-21, Southwest Area – South Broadway District, that would accompany such a change, is also attached.)

Southwest Planning Area

South Broadway District



ERRATAS FOR LAND USE ALTERNATIVES PROPOSED BY OTHERS – SOUTH THIRD AVENUE

(Staff Report Attachment 7B)

PROPOSED CHANGES IN SUPPORT OF LAND USE CLARIFICATIONS REGARDING THE SOUTH THIRD AVENUE DISTRICT

The following underline/strike-out edits would effect land use policy clarifications to Section 8.4.1 of the proposed General Plan's Land Use and Transportation Element - Southwest Area Plan, regarding the scope and intent of the Southwest Town Center, and a related subsequent study and Specific Plan:

Section 8.4.1 South Third Avenue District

(Page LUT-123 thru 127)

Vision for District

The South Third Avenue District is an area with neighborhood-serving commercial uses and good transit service for residents of the single-family and multi-family homes. It is an attractive area, with recent streetscape improvements and renovated building façades, where residents enjoy walking to do their daily shopping needs or dine in a restaurant. Some redevelopment along Third Avenue has introduced additional residential units above retail shops and professional offices. These physical improvements, plus the addition of more local-serving shops and a community center have helped to create a vibrant mixed use core in the SouthwestOxford Town area that has become a community focal point in the Southwest Planning Area.

A transit station near the intersection of Third Avenue and Palomar Street, and a Bus Rapid Transit (BRT) route connect the Palomar Street Trolley Station with the eastern master planned communities and regional commercial centers. The transit station serves the Southwest Town areas within ¼ mile of the Oxford Street/Third Avenue intersection, which has enabled the Oxford Town area to extend and redevelop south on Third Avenue to the intersection of Palomar Street and Third Avenue and provides additional transportation options for the area. Due to proximity to transit, residential densities ~~is~~ are higher south of Oxford Street than north of Oxford Street.

Objective LUT 38

Redevelop the South Third Avenue District and create a vibrant, mixed use area along Third Avenue, between Naples Street and Orange Avenue.~~near the intersection of Oxford Street and Third Avenue.~~

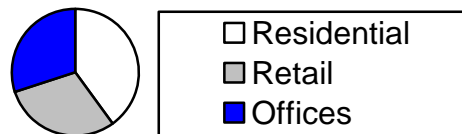
Policies

LUT 38.1: Encourage the clustering of community-oriented services and amenities in and near residential neighborhoods, including a post office, schools, branch libraries, open space and parks, "tot lots" and neighborhood commercial uses along near the intersection of Third Avenue, between Naples Street and Orange Avenue, and Oxford Street to create a greater sense of community for the Southwest Planning Area.

LUT 38.2: Provide for a bus rapid transit station near the intersection of Third Avenue and Palomar Street in concert with the establishment of a transit route connecting the Palomar Trolley Station with eastern Chula Vista.

LUT 38.3: Conduct a special study to determine the precise boundaries for the Southwest Town Focus Area, generally between Naples Street and Orange Avenue along Third Avenue. Subsequent to the special study, pPrepare a specific plan to guide the future redevelopment of the Southwest Town Oxford Town Focus Area as a mixed use neighborhood integrating multi-family housing with office, retail, service and community civic uses at a pedestrian scale where appropriate.

LUT 38.5: Strive for a distribution of uses within the areas designated as Mixed Use Residential along Third Avenue within the Southwest Oxford Town Focus Area to include retail, office and residential, as generally shown on the following chart:



LUT 38.6: Encourage multi-family with limited retail in the area designated as Mixed Use Residential south of L Street and west of Third Avenue.

LUT 38.7: Create a mixed use core with new residential and local serving retail in the area designated as Mixed Use Residential between Oxford Street and Palomar Street in the Southwest Oxford Town Focus Area that will serve as the focal point for the community in the Southwest Planning Area.

LUT 38.8: Retain and enhance local serving retail uses in the area designated as retail between Palomar Street and Orange Avenue.

Intensity/Height

LUT 38.9: In the South Third Avenue District, residential densities within the Mixed Use Residential designation are intended to have a district-wide gross density of 30 dwelling units per acre.

LUT 38.10: In the SouthwestOxford Town Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a focus area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.8.1 Interpreting the Land Use Diagram for a discussion of district-wide versus parcel-specific FAR).

LUT 38.11: In the South Third Avenue District, excluding the SouthwestOxford Town Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a focus area-wide aggregate FAR of 0.5. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.8.1 Interpreting the Land Use Diagram for a discussion of district-wide versus parcel-specific FAR).

LUT 38.12: Building heights on both sides of Third Avenue shall be primarily low-rise buildings. Permit low-rise buildings in the Southwest Oxford Town Focus Area.

Design

- LUT 38.13: Establish a design code that reinforces the safety and serenity of the area, and seeks to establish a coherent, aesthetic, international character to the Southwest Planning Area.
- LUT 38.14: The specific plan or other appropriate document prepared to guide development in this area should address design issues to create a sense of place, a pedestrian-friendly environment, enhanced pedestrian linkages, and compatibility with the scale and feel of a cohesive neighborhood community.
- LUT 38.15 Use wide sidewalks, through block paseos, and other appropriate design features that enhance the pedestrian environment to link high use areas, such as the post office, library, park, or a concentration of shops, with transit stations or transit stops.

Amenities

- LUT 38.16: Community amenities to be considered for the South Third Avenue District as part of any incentives program should include, but not be limited to, those listed in Policy LUT 25.5.

(Note: An amended Figure 5-20, Southwest Area – South Third Avenue District, that would accompany such a change, is also attached.)

